

ABSTRAK

Investasi dilakukan dengan tujuan untuk memperoleh keuntungan yang sesuai dengan yang diharapkan perusahaan. Penelitian ini bertujuan untuk mengetahui secara empiris apakah *Return On Asset* (ROA), *Price Earning Ratio* (PER), dan *Debt To Equity Ratio* (DER) berpengaruh terhadap harga saham pada perusahaan transportasi yang terdaftar di Bursa Efek Indonesia pada tahun 2013-2017.

Metode penelitian ini menggunakan metode kuantitatif. Populasi pada penelitian ini adalah perusahaan transportasi yang terdaftar di Bursa Efek Indonesia pada tahun 2013-2017 berjumlah 35 perusahaan. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 7 perusahaan transportasi yang terdaftar di bursa Efek Indonesia selama tahun 2013-2017.

Hasil penelitian dalam pengujian hipotesis secara parsial menunjukkan bahwa *Return On Asset* (ROA) berpengaruh positif signifikan terhadap harga saham, *Price Earning Ratio* (PER) berpengaruh positif tidak signifikan terhadap harga saham, serta *Debt To Equity Ratio* (DER) berpengaruh positif signifikan terhadap harga saham.

Kata Kunci : Return On Asset (ROA), Price Earning Ratio (PER), Debt To Equity Ratio (DER) dan Harga Saham

ABSTRACT

The aim of investment is to get some profits which the company have expected. This research aimed to find out whether the effect of Return on Assets (ROA), Price Earning Ratio (PER), and Debt to Equity Ratio (DER) had effected, empirically, on the shares price at the transportation companies which were listed on Indonesia Stock Exchange 2013-2017.

The research was quantitative. While, the population was 35 transportation companies which listed on Indonesia Stock Exchange 2013-2017. Moreover, the sampling collection technique used purposive sampling. In the line with, there were 7 companies of transportation as sample which were listed on the Indonesia Stock Exchange 2013-2017.

The research result of hypothesis testing, in partial, concluded Return On Assets (ROA) had positive significant effect on share price. While, Price Earning Ratio (PER) had positive but insignificant effect on share price. On the other hand, Debt to Equity Ratio (DER) had positive significant effect on shares price.

Keywords : Return On Asset (ROA), Price Earning Ratio (PER), Debt to Equity Ratio (DER) and Stock Price